

THE SCIENCE OF  
*Character Analysis*

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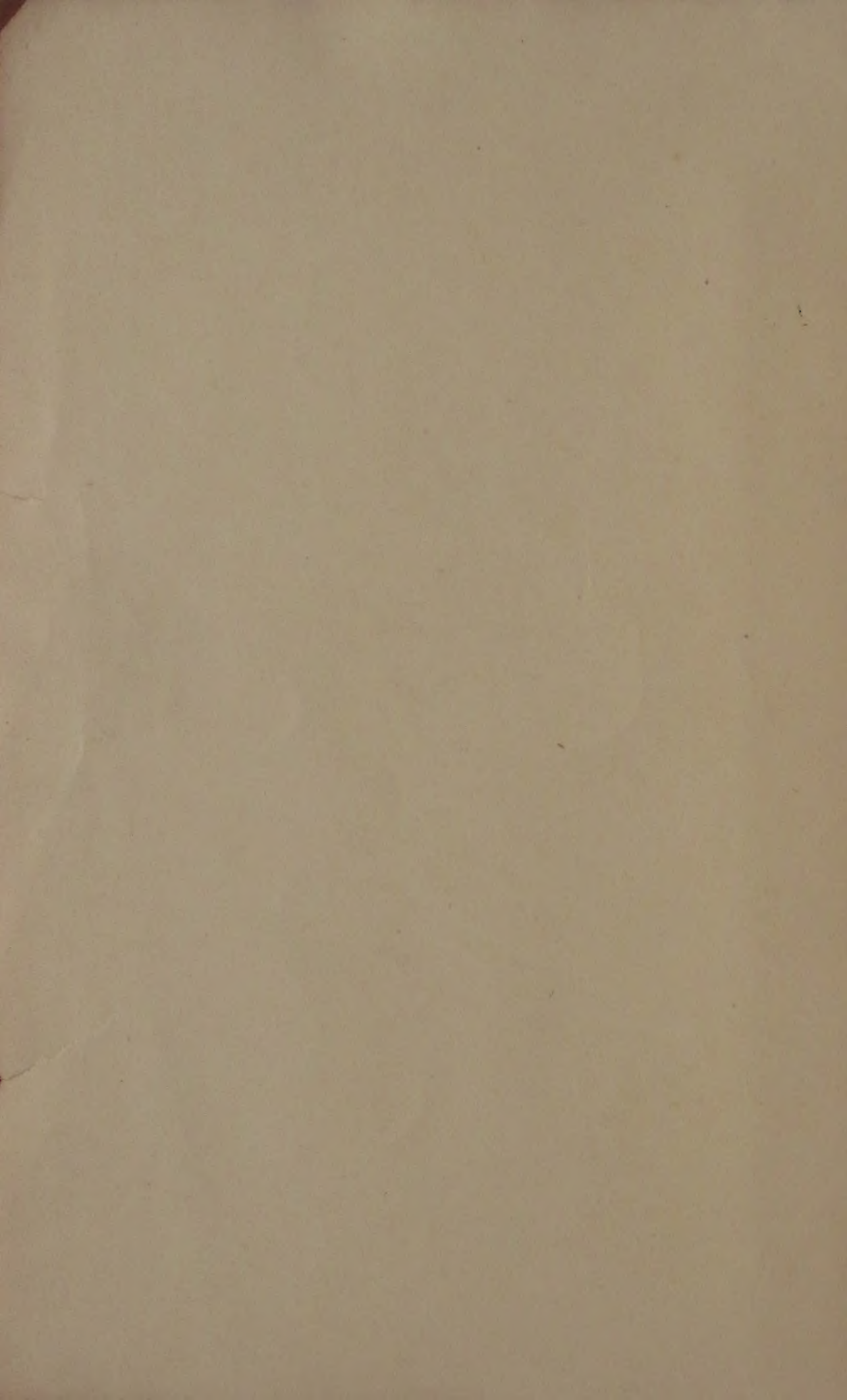
What It Is, and What  
It Will Do for You





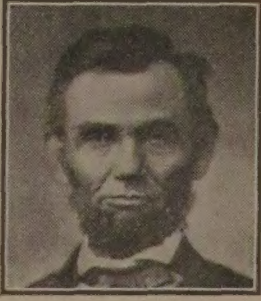




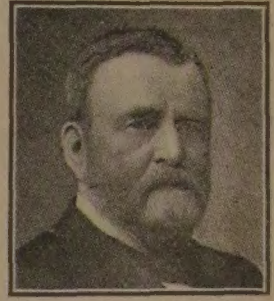




THE SCIENCE OF CHARACTER ANALYSIS  
WHAT IT IS, AND WHAT IT  
WILL DO FOR YOU



## Some Famous Examples



### of the Value of Character Study

#### *Abraham Lincoln*

was a failure as a merchant, and only ordinarily successful as a lawyer. He would have died comparatively unknown had not he and others discovered his genius for politics.

#### *U. S. Grant*

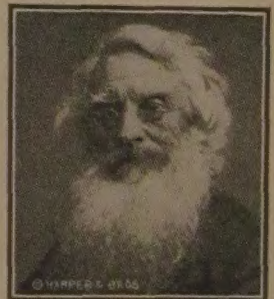
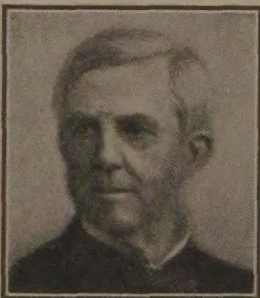
was a middle-aged failure as a business man. Only when the Civil War came was his true work discovered.

#### *Oliver Wendell Holmes*

not to mention a long line from Shakespeare to Hawthorne, belonged really to literature instead of a profession.

#### *S. F. B. Morse*

was an unheard-of artist. Any shrewd analysis of his character would have shown that his life work was in invention. Eli Whitney, Bell and many others prove the same thing.





*"True science, and the true study  
of mankind, is man."—CHARRON.*

# How to Read Character

*The Science of Character Analysis  
by the Observational Method*

A Home Study Course

by

Katherine M. H. Blackford, M. D.

**H**AVE you ever happened to consider how fundamental is the ability to judge people's characters exactly?

Emerson says: "A man is a bundle of relations, a knot of roots, whose flower and fruitage is the world." Your whole adjustment to this world depends on knowing precisely what is in your own and these other "bundles of relations" among whom you live and work.

Look back over the last year, or even month; you will probably find that all the important decisions you've made, and a host of minor ones, were based mainly on your belief as to the capabilities or personalities of the men, women or children with whom you were dealing.

For, unless you're a hermit, nearly every act of life brings you into relation with some other human being; and just what you do in any given case depends on your estimate of that other individuality—whether it's a cook to be humored, or the manager to be selected for some department of a great business, or a difficult child to be managed, or a man you



want to sell something to, or a character to be drawn in a novel.

Hardly any other faculty in life has more influence on one's comfort, success and happiness than this ability to read one's self and fellows aright. The "three gifts" of the fairy godmother might be cut down to this one, with the certainty that the lucky child thus endowed would find the world a pleasant place to live in.

For just glance at some of the more obvious workings of this faculty in every-day life, in business, in the professions.

It is, for instance, clearly the basis of

Choice of Career    for one's self;

Tact                            in social relations;

Management                of one's children and household,  
or of a corporation employing  
thousands of workers;

Organization                in building any group, from a col-  
lege society to an army or a  
government;

Politics                        where one is a leader because he  
knows men and how to influence  
them;

Oratory                        or any appeal to people's emotions,  
like the great trial lawyer's;

Diagnosis                    the first step of the doctor, who  
interprets a patient's report by his  
character;



Education	in which its supreme claims are recognized by all the new movements;
Novel Writing	the whole story developing from human personalities; and even of that
Compatibility	which counts so largely in the happiness of married life.

Possibly you are one of these fortunate beings who are already "good judges of men." In that case, run back over the record candidly and see how many mistakes you've made, and their consequences.

Then make another very interesting experiment: *figure out just how you reached these decisions.* The chances are that the main factor was a sort of intuitive judgment (where it wasn't an unreasoning prejudice), formed almost automatically from things you observed without consciously reasoning from them.

Now "intuitions" about people are the result of extra-sensitive perceptions, which lay certain delicate, half-seen, half-felt evidence before the court of the subconscious self. Their value depends entirely on the nature that gives rise to them. A homeless dog has his intuitions about a passer-by—and they're strikingly correct on the one subject as to whether or not that individual likes dogs.

But in more complex relations, a wider range of observation and a more conscious analysis become imperative. The successful man of affairs, the effective manager in any field nowadays, is a person who has quick and accurate judgment on these more exact character relations. In this age of organization, we build with men and women; and one who cannot size



up individuals might as well try to build a brick house with no knowledge of the qualities of bricks or mortar.

How then does one get knowledge of another person's character?

In a very inexact manner generally. As a rule it's built up of vague impressions resulting from the other's looks, talk and actions.

For five thousand years men have been trying to construct an exact, workable guide to a man's character from his external appearance. Twenty centuries before our era, an Egyptian observer noted that men's occupations stamp their impress on features and attitude; Aristotle and Hippocrates and many other early scientists studied and wrote of these correspondences between a person's looks and what he is; and all through the history of the race you will find a general recognition of the tendency of a man's inside to express itself outwardly. As old Spenser puts it: "For of the soul the body form doth take."

But when they came to precise use of this elusive fact, the idea suffered equally at the hands of unscientific enthusiasts and deliberate charlatans. Palmistry and phrenology had their day. Then they took their place in people's minds alongside of astrology—just as hypnotism did in America for a quarter of a century after the central fact of suggestion had been put on a scientific basis in Paris, Nancy and Amsterdam.

When Dr. Blackford first began to study this matter, twenty years ago, she found a whole library, mostly of opinions and empirical statements, but with much solid observation.

She found every effective business manager analyzing character from appearance right along in his day's work.



She found the foremost psychologists (notably William James and J. Mark Baldwin) agreeing that there is invariably a subtle correspondence between a person's mental and psychical characteristics and those of his body.

Clearly the truth was there, only obscured by the complexity of individual variations.

Years of study, thousands of exact measurements, records and tests finally gave a key to the maze. Definite principles began to appear. These were verified by more thousands of measurements and records made all over the world.

In its present form Dr. Blackford's Method may fairly be termed a science—not as exact as mathematics, but comparable to the new science of agriculture which is revolutionizing farming. It is based upon facts of anthropology beyond question; the history of the human race shows that certain conditions have developed certain types of mind and body; and modern physiology and psychology show that these relations persist infallibly, though so obscured at times by infinite variation that they appear only on close analysis.

It is clear therefore that

- (a) This newly developed science is knowledge that concerns you intimately, no matter who or what you are.
- (b) You can learn to use it by study and practice of the laws set forth in these twenty-one lessons.
- (c) Some people will excel, as in anything else. But anybody can enormously improve his method of dealing with his fellows through

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this course; and a natural "judge of men"  
will find himself making far fewer errors  
by considering the exact laws.

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This method then shows how to tell the aptitudes, talents, weaknesses and tendencies of a person you've never seen before (or of yourself) simply by exact observation of certain outward particulars.

That's a claim about which any cautious person might well be skeptical. The unanswerable fact is that it has had fifteen years of actual demonstration, during which time Dr. Blackford has used these laws in hiring employees for great businesses all over the United States. Incidentally, she revolutionized this most important department of employment. And she also showed something of the idea's value by receiving a bank president's salary for thus applying it to commercial work.

The whole science is based on two laws.

FIRST: *Human bodies vary in nine ways:*

1. Color.
2. Form.
3. Size.
4. Structure.
5. Texture
6. Consistency.
7. Proportion.
8. Expression.
9. Condition.

People also differ in the ways they observe, remember, reason, and express various emotions.

SECOND. *Men's characters vary in accordance with the way their bodies vary in these nine particulars.*

What you have to learn, therefore, is the exact details of these "Nine Fundamental Physical Variables," so that you can classify any person you see.



Then, with the knowledge of what these variations indicate in character, your subject bears his personality written large upon him.

Of course, each indication may modify or contradict some other, but the author shows the underlying principles by which any combination can be correctly interpreted.

Naturally you cannot become an expert in character reading from a simple perusal of these lessons. It is safe to say, though, that a half hour's reading will open a new world to you. And it is equally certain that the fascination and increased power will lead most readers on to true mastery of the method.

To one who really becomes expert, like Dr. Blackford herself, the people one meets become as open books. The necessary facts are few, and there are opportunities for practical demonstration every hour of the day. It is difficult to realize that anything of such far-reaching usefulness can be in essence so simple, though leading to a complexity of a billion and a half of personalities, each one different from all others.

The Course, which is perfectly straightforward and free from technicalities, is arranged in twenty-one lessons, as follows:

### SUMMARY

#### Lesson 1

#### The Foundations

Dr. Blackford here shows that success in life depends upon increasing the power of your own feelings and learning how to make your thoughts affect others. First, know yourself. Then, know those about you. In every situation there is one best way for you, because of your special characteristics. There is also one best way for each person with whom

you live, work, play, study or come in contact in any manner.

Differences of body and character are not accidents. They result from evolution. They follow sure laws. With sufficient exact records, the obvious correspondences between certain traits of body and certain ones of character can be reduced to definite laws. From thousands of such records this Method has been constructed—with the aid of known facts of history, biology, anthropology, ethnology, anatomy, physiology, psychology, and hygiene.

You will study, from descriptions and pictures, definite external signs, their meaning, how combinations work out, the application of your knowledge.

These external signs are the Nine Variables of Color, Form, Size, Structure, Texture, Consistency, Proportion, Expression and Condition.

Even if you could tell a man's character from the lines of his hand or the bumps of his head, you couldn't use these methods in most cases. But these nine points can always be determined. They are all that is necessary. Each has a meaning and a law, which you will learn.

## Lesson 2 Color

This lesson takes up the first of the Nine Fundamentals. In art, poetry, drama and ordinary life bloneness has always meant certain tendencies in character. The cause of blonde or brunette type is the amount of pigmentation in hair, skin, iris and retina. Science has recently discovered that pigmentation is simply a protection against the sun's actinic rays; the lighter races living in different climates have developed specific characteristics as shown by all history.

The mental traits belonging to blonde and brunette types are stated in great detail, and verified by his-



torical evidence as well as by the latest scientific observations. The special capabilities and weaknesses of each type being clearly defined, a simple scale of color is given, ranging from negroid races to the albino, to assist the student in allotting exact value to this factor in any subject. Rules are given for applying the color law, and for considering it in the light of other indications.

Lesson 3  
Form

It is a strange fact that the rigid castes of India grade down just as do the noses of their members—from the fine nose of the Brahmin to the broad, shapeless one of the lowest casteless Kols. The truth is that the shape of nose, forehead, mouth and chin have evolved under specific conditions which produced specific traits of character. It is shown that these significant members, when seen in profile, group themselves into three types: Convex, Concave and Plane. These types and their combinations are shown in photographs, with the meaning of each. For instance, a concave nose in a convex face indicates positive, quick intellect; wordiness, over-frankness, tendencies towards harshness; impulsiveness and lack of control; and negative energy.

The student is shown how to determine the “facial angle” and the “base line” of observation from which these form variations are determined.

The next step is the combination of what form tells with the indications of color, where it appears that color shows the *kind* of force, and form the *manner* of the force possessed by an individual.

Lesson 4  
Size and  
Structure

The illuminating differences accompanying change of size are set forth. Other things being equal, the large

man is slower, calmer, less excitable than the small one. The latter has the staying power, even in heavy work.

The student is shown that people can be divided, according to the predominance of brain and nervous system, or muscular and body system, or digestive and nutritive system, into Mental, Motive and Vital types. Lists and tables show the physical signs of each classification, their qualities, and the occupations where they find most natural expression. Doubtless every reader has noticed for himself that a man with a pear-shaped head, *the large end up*, is apt to belong to the mental type; whereas the same shaped head with *the large end down* indicates very different traits. But here you will find these vague impressions sharpened, extended, becoming full of definite meaning.

Many photographs and examples afforded by well-known men make the points doubly clear.

Lesson 5  
Texture

Pieces of cotton, clay-products, wood, stone or metals show the greatest difference in the fineness or coarseness of their texture. The same sort of variation in sheep's wools makes the difference between broadcloth and serge. Just as the thoroughbred horse's fine texture indicates one set of abilities and the rough Percheron's another, so in man the fineness of skin, hair, nails, features, hands, feet and general build tell their story. Just as a silky-haired cat could not exist under conditions quite acceptable to a wire-bristled pig, so the person of fine or medium texture possesses qualities that fit him for some work and unfit him for other important positions. An ingenious scale of 100 points, grading from "exceedingly coarse" to "exceedingly fine" assists the observer towards precision. Again the effects are pointed out



of combining these results with those from the former variables. Thus Savonarola was of the "Convex, coarse-textured type," so tactless in his fierce denunciation of others that he paid the penalty with his life. "Only a man of this type could have spoken as he did."

*If after honest effort the student is puzzled in working out observations or deductions, he or she is told where to write for help in the problem.*

Lesson 6	Life insurance statistics prove that
Proportion	the man with comparatively long
Body	trunk and short legs is the most enduring and longest lived of all types.

A man's "boiler capacity," depth of chest and thickness of neck signify obvious things.

An illuminating study of the difference in forms and proportions of the sexes leads to a formal classification of these. Physically, mentally and emotionally women are, not inferior but different; and the reader is led to distinguish the presence of typically feminine traits in men, and vice versa, from the proportion of characteristics of either sex in head, face and figure. "Blondeness" is a masculine characteristic. Therefore, the more blonde, the more masculine; the more brunette, the more feminine.

Instructions are given for training the eye in noting bodily proportions, and the lesson closes with some most suggestive advice as to how these mixtures of masculine and feminine traits should be managed, especially in the case of children.

"No human being should be ashamed of his or her qualities, but every one should learn what his qualities are and how to make the most of them."

This lesson also lays the foundations for a better mutual understanding between the sexes.

Lesson 7                      The human nose is the "in-take" for  
Proportion                      air, one of the essential fuels of his  
Face                              physical engine. Deep chest and  
   large nose mean large energy capacity, whether the energy be wisely used or not. Dividing the face into three parts—Nose section, Mouth section, and Chin section—we find the balanced face is where the first occupies half the length, the mouth and the chin section each a quarter. These proportions, as well as those of width, fullness and color, are physiologically expressive as to energy, vitality, endurance and courage. A suggested exercise is to take portraits of William Jennings Bryan, Thomas A. Edison, William H. Taft, Chief Justice White, James J. Jeffries and H. O. Havemeyer; add pictures of acquaintances who have a large development of the mouth section; and then work out careful practice analyses with the help of known factors. No one can ever be perfect in this science, but a very little knowledge can be made to grow day by day into easy, swift and accurate reading of character.

Lesson 8                      "I do not know why the shape of a  
Proportion                      man's head affects his character.  
Head Shape                      "I do not know for a truth that  
   it does affect his character.

"But I do know that certain head shapes invariably go with certain traits of character."

Dr. Blackford goes on to explain the "racial theory" of head shapes, and then tells the strange story of phrenology, showing how modern scientists recognize the germ of truth in Gall's theory of the specialization of brain functions.

However the vexed question may be decided, the result of many thousands of measurements and studies gives eight classes of heads: wide, narrow, long, short,



high, low, square and round. These terms are made definite and the corresponding traits are set forth—from the fierce aggressiveness of the very wide type to the reckless impulsiveness and cunning of the perfect round-head, who will “drive a racing motor, or loop-the-loop in an aeroplane, or break into a multi-millionaire’s office to sell him a set of books.” Average normal dimensions of heads are given to assist the student in classifying by this standard.

Lesson 9	The head is such an important index
Proportion	that this lesson continues its study.
Head and	Dividing it into three sections up
Forehead	and down, and four from front to
	back, a minute study is made of the

meaning of predominance of base, middle or top of the cranium. People with large cranium base are apt to have good judgment and memory for practical things, constructive ability, sense of values, pleasure in life and a strong tendency to the opposite sex. In the same way the frontal, temporal, crown and back sections are charted and discussed.

Next comes the expressive forehead, where one is guided to the differences between the bulging forehead of the philosopher like Spencer; the square one of the scientist like Curie; the full, round one of the inventor like Edison; the type of the mathematician and musician, the humorist, the novelist and historian.

The seven variables now covered indicate inherent traits, where changes due to environment, education and experience can not make radical alterations. These seven are the letters of the alphabet; most of the drudgery is over when these are learned. Expression and Condition reveal the man’s history and serve to interpret all the other indications. They also tell the story of mental and physical habits.

Lesson 10                      Hawthorne's tale of "The Great  
Expression                      Stone Face" is based on a scientific  
Posture                          fact; one's countenance surely grows  
and Gesture                      like what one loves and thinks  
   about. Expression is the translation  
of thoughts and emotions into muscular and organic  
movements. The very way a man wears his hat is  
eloquent as to his nature.

This universal language is classified in four ways, as excentric, concentric, excentric-concentric and balanced. These different bodily responses to various kinds of emotions are gone into thoroughly, since from expression you determine the kind and intensity of thought and emotion at the moment, and the person's habitual feelings and ideas. Moreover, this checks the indications of the other variables and tells what has been the effect of the subject's life upon his inherent qualities.

Nothing could be more fascinating than this clear and authoritative analysis of the voiceless language which every human being learns in part, but which is here extended to most illuminating laws and details.

Lesson 11                      The face in repose tells the habit-  
Expression                      ual tendencies of thought; when  
of Face, Walk,                      "lighted up" it speaks of a definite  
Handshake,                      transient emotion. Forehead, eyes,  
Voice, Writing                      nose, mouth and jaws are analyzed  
   in turn, each contributing its own  
part of the story and confirming other observations.

Next comes the walk, from the alert step of the strenuous business man to the nervous, affected, mincing of the "old maidish" person, or the irresponsible shuffle of the loafer.

The pitch, volume and quality of the voice take on the quality of the governing emotion. Without



seeing a man at all, the practiced ear can stamp him with cruelty, self-control, boastfulness, deceit or frankness.

The handshake gives you a wealth of information as to texture, flexibility, size, proportion, expression and condition. Many people's main basis for judging their fellows is obtained in this universal custom.

Handwriting not only tells essential character but the individual's mood. Close instructions are given for "reading between the lines."

Often you can get a character clue by observing details of expression and imitating them—actually reproducing the emotions.

**Lesson 12**                      So far the Course has considered  
**Condition**                      healthy people. But eye-strain, indigestion or any other poor condition may modify all indications. Mental and physical habits, and their effect upon health and character, are traced, with the exactness from years of medical practice, back from their outward signs. Neatness and cleanliness show many characteristics. There is a long and valuable discussion on the profound suggestions offered by a person's clothes.

The student has now completed the consideration of the Nine Fundamentals.

**Lesson 13**                      The author here takes up specific  
**Features**                      questions of features in detail. The strength and weakness of physiognomy alone are clearly shown, and its true value is established in a few principles easy to state, demonstrate and apply.

The color, form and expression of the eye and the habits of opening or closing it, take on definite meanings. Nose, lips, chin and ears are similarly

treated—the last being far from the certain index that many criminologists have stated.

Lesson 14                      “Physically there is no one detail  
Hand                              in which man is superior to other  
and Foot                         animals except the hand.”

This sign manual (literally) of his lordship over the world is his primary sense organ.

Disregarding the absurdities of the humbugs, Dr. Blackford charts hand and fingers by color, size, form, texture, structure and expression, showing just what they reveal in individuality. The mere shape of the finger tips becomes most significant, definite qualities accompanying the *spatulate*, *conic*, *square* or *pointed* forms; and you could tell a poet from an artist or inventor by studying just these couple of inches of the hands of each.

Thumbs and nails, too, are described and classified.

The striking individuality of feet is pointed out. “After a pair of shoes have been worn by a person for only a few hours, an expert can identify them as his.” An employer of negroes declares he can pick out the shiftless ones from the good workers every time by the condition of shoes alone.

Lesson 15                      In this lesson the student comes to  
How to                              put together his alphabet letters into  
Interpret                         words and sentences. A man has a  
Combinations                  short upper lip, which denotes a de-  
   sire for the approval of others:  
How will be manifest this desire?

This will depend on the other indications of color, form, texture, and so on.

Without attempting to describe all possible combinations, the author gives the principles for interpreting the result of these mixtures. You get indications



of energy, honesty, courage, endurance or what not; you get certain modifications: definite tendencies appear; the subject falls into one of a few broad types; and presently his character takes on definite detail.

From this point on, one's progress depends mainly on practice, on careful observation, trial analyses, faithful verifications.

**Lesson 16**                      Nothing is so illuminating as a concrete example, so this entire lesson is devoted to sample analyses. The characters of a number of individuals are drawn from given data, each step of the process being indicated. In effect, therefore, you see here a master of the method actually at work, and see each link in the chain of evidence being built up. The earnest student will, of course, supplement these samples with others drawn from his or her own experience, using all the principles and facts learned from the former lessons.

**Lesson 17**                      The vast majority of people show color, form, size and other variables at or near the normal average. A distant extreme in any particular and other generally shows a physical deficiency. There is no "Criminal type," but pronounced lack of balance marks a tendency. Every unbalanced person is not a criminal, but every criminal is unbalanced. Some extremely acute and valuable advice follows as to the detection, cause and cure of criminal tendencies.

**Lesson 18**                      A practical application of the Scientific method to the selection, placing, Employment training and management of employees. Here Dr. Blackford is on

ground peculiarly her own, where she has for many years demonstrated the extraordinary value of character analysis in this fundamental work. The special plan devised by her and its far-reaching effects are fully described in the volume by herself and Arthur Newcomb, "The Job, the Man, the Boss," and a copy of this work accompanies the lesson as a text-book.

It may fairly be said that scientific employment is the very foundation of efficiency in business; and obviously it begins with exact analysis of an applicant.

Lesson 19 Character Analysis in Salesmanship	Here another application of the Method is detailed—to the processes of salesmanship. The author knows how to sell, both in theory and practice; and this contains the fruits of years of study and experience.
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It need hardly be pointed out what a weapon is put into a salesman's hands if he can really understand the personality of the buyer.

Lesson 20 Deciding on One's Work in Life	There are few causes of waste, inefficiency and unhappiness so powerful as the wrong choice of a vocation. Records of 1,000 persons, nearly half over 35 years of age, showed that 76 per cent felt they had made a mistake in this matter. Almost from a child's birth correct estimate of character is essential in his rearing, training and development. The best treatment for one may ruin another. Especially in selecting the work a youngster should do is analysis of character the very first step.
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Many suggestive hints for managing and directing special types are given, together with a list of 34 occupations, each offering special environment.

Every parent, teacher or vocational counselor will



find the ideas and principles developed in this lesson invaluable in every-day life and work.

**Lesson 21**

**Marriage  
and Family  
Relations**

A former lesson studied the essential differences between masculine and feminine character. While marriage based on character analysis alone is hardly suggested, it is profoundly true that a clear-sighted recognition of individualities would prevent a large part of the married unhappiness of which we hear so much.

The whole principle of the author's advice is to look the truth in the face beforehand—and she proceeds to detail in dozens of ways just how this truth is to be ascertained.

The lesson (and course) closes with a very interesting mutual "Determination" between husband and wife, which the author declares is the basis of the happiest marriage she has ever known.















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